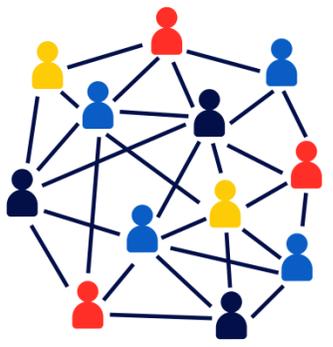


Evolution of New Media (1969-2000)



1971: Ray Tomlinson created the first email system, allowing users to send messages between computers.



1989: Birth of the World Wide Web
Tim Berners-Lee proposed the World Wide Web, a system of interconnected documents and multimedia accessed via the internet.



1994: Digital Newspapers
The first major newspapers, such as The Times and The Daily Telegraph, began publishing online editions.

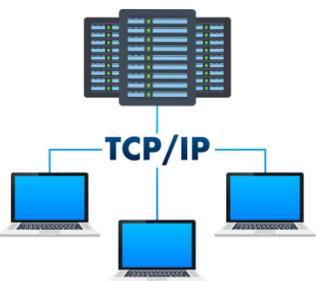


1999: Birth of Web 2.0
The term "Web 2.0" was coined to describe a shift to interactive, user-driven platforms. Napster, a peer-to-peer file-sharing service, also launched in this year.

1969:The U.S. Department of Defense's ARPANET sent its first message, marking the start of the internet.



1983: TCP/IP Protocol Adoption
ARPANET officially adopted TCP/IP protocols, making it the backbone of modern internet communication.



1991: Launch of the World Wide Web
The first website went live, hosted by CERN. It provided information about the World Wide Web project.



1995: Launch of Amazon and eBay
E-commerce platforms Amazon and eBay were launched, changing consumer behaviour.



2000: Digital Radio
The first Digital Audio Broadcasting (DAB) stations launched in the UK, offering clearer and more efficient radio signals.



Evolution of New Media (2000-Present)



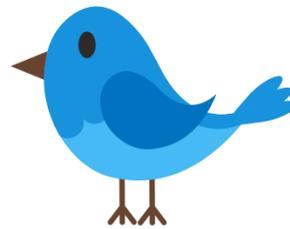
2003: Launch of MySpace

MySpace became one of the first major social media platforms, emphasizing user profiles and music sharing.



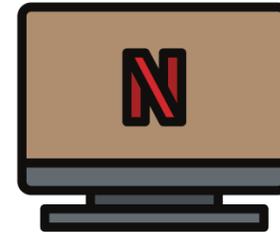
2005: YouTube Revolutionises Video Sharing

YouTube was launched, enabling users to upload, share, and watch videos globally.



2009: Rise of Twitter and Hashtag Culture

Twitter introduced the hashtag, revolutionising digital communication and information categorisation.



2013: Netflix Introduces Streaming-Only Subscriptions

Netflix pivoted from DVD rentals to streaming, revolutionizing how people consumed entertainment.



2019: Digital News Dominates

For the first time, digital news consumption surpassed print globally, highlighting the decline of traditional newspapers.



2023: Advancements in AI with ChatGPT

The release of advanced AI tools like ChatGPT demonstrated how artificial intelligence could enhance communication, media production, and user experiences.

2002: Digital Television

Freeview launched in the UK, marking a shift to digital terrestrial television broadcasting.

2004: Launch of Facebook

Facebook was created by Mark Zuckerberg and rapidly became a dominant social networking platform.

2007: The Smartphone Era Begins

Apple released the first iPhone, combining phone, internet, and multimedia functions into a single device

2011: Introduction of AI in Consumer Media

Apple's Siri was launched, marking the integration of artificial intelligence into consumer devices.

2016: TikTok Launches (as Douyin)

TikTok, a short-form video platform, launched in China and later became a global phenomenon.

2020s: Rise of the Metaverse

Facebook rebranded as Meta in 2021, reflecting its focus on virtual and augmented reality experiences.

